OIPE	99 BC5790 CGC
TRANSMITTAL LETTER  (General – Patent Issued)	Docket No. 42246-25768
Priva Technologies, Inc.,	
U.S. Patent No.: 7,076,444 B1	Issue Date: July 11, 2006
Title: Electronic Offer Management System and Method Thereo	of
TO THE COMMISSIONER OF Transmitted herewith is:	PATENTS AND TRADEMARKS
CERTIFICATE OF CORRECTION  No fees are believed due at this time because the errors w deficiencies to deposit account number 20-0823 with reference.	rere made by the Patent Office; however, please charge any enced to our Attorney Docket number (42246-25768)
☐ No additional fee is required.	
<ul> <li>☐ A check in the amount of is attac</li> <li>☑ The Commissioner is hereby authorized to charge as described below. A duplicate copy of this sheet</li> </ul>	and credit Deposit Account No. 20-0823
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Charge any additional fee required.	MAR 2 1 2007
On Signature D	of Correction  Dated: 3/15/07
Caroline G. Chicoine, Reg. #38198 Thompson Coburn LLP One US Bank Plaza, Suite 3500 St. Louis, Missouri 63101 314-552-6499 314-552-7499 FAX cchicoine@thompsoncoburn.com	MAR 2 1 2007

CC:

# UNITED STATES PATENT AND TRADEMARK OFFICE CERTIFICATE OF CORRECTION

Page	1	of	4

(Also Form PTO-1050)

PATENT NO.

7,076,444 B1

**APPLICATION NO.:** 

09/665,790

ISSUE DATE

July 11, 2006

INVENTOR(S)

Baron et al

It is certified that error appears or errors appear in the above-identified patent and that said Letters Patent is hereby corrected as shown below:

#### In the specification:

There are numerous instances in the strings of code in which the Patent Office broke up certain words (i.e., page 10, line 23, the string "/TotalPurchase" appears as "/Total (space) Purchase." In addition, to the extent a line of code did not fit on one line, the Patent Office did not number the line on which the second half of the code appears. For this reason, we respectfully request that the enclosed charts are reprinted with this Certificate of Correction:

- 1. Page 3, chart: "Element/Attribute Tag"
- 2. Pages 4-18, charts: XML Element/Attribute Tag"
- 3. Page 20, chart: "XML Element/Attribute Tag"
- 4. Page 21, line 45: insert "/" after DeptDiscount.
- 5. Page 23, line 50: insert "." after [].
- 6. Pages 28-39, we request that the complete charts are attached here as originally filed because the [] appear like boxes
- 7. Page 29, top chart: the [] appear like boxes.
- 8. Pages 29-30: remove the second line entitled: "Offer Store Routing Acknowledgement"
- 9. Pages 31-32, line 59: replace "audt:" with "audit"
- 10. Pages 33-34: Insert "Request" in title of second chart after "Maintenance" and before "Acknowledgement"

CONTINUED

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#### In the claims:

In the Notice of Allowance issued in connection with this patent application, the Examiner acknowledged receipt and acceptance of the November 17, 2006 Amendment D and Response and allowed 33 claims (i.e., claims 21 to 52 and claim 61). However, claim 1 of the issued patent was cancelled during prosecution and thus should be deleted, and claim 33 (previously No. 61) was erroneously omitted. For these reasons the allowed claims should read as follows:

#### We claim:

- 1. An electronic network for managing electronic offer transactions, the network comprising:
- one or more maintenance files, each maintenance file including one or more distributed electronic offers, and each distributed offer having at least one offer property, at least one condition, and at least one reward;
- a router to distribute the one or more distributed offers to one or more point-of-sale systems for redemption;
- a transaction log file received from one of the point-of-sale systems, the transaction log file including one or more redeemed offers; and
- a server to clear one or more offers being redeemed by a customer with the one or more distributed offers.
- 2. A network as set forth in claim 1 wherein the server is operable to receive the one or more distributed offers from one or more distributors, and to create the one or more maintenance files having the one or more distributed offers.
- 3. A network as set forth in claim 2 wherein the server is further operable to authenticate that each distributed offer has a valid format.
- 4. A network as set forth in claim 1 wherein the network includes a database, and wherein the one or more maintenance files are stored in the database.
- 5. A network as set forth in claim 4 wherein one or more aspects of the database are viewable by a consumer via a browser interface.
- 6. A network as set forth in claim 5 wherein one or more aspects of the database are viewable by a consumer via a kiosk.
- 7. A network as set forth in claim 1 wherein the server includes the router.
- 8. A network as set forth in claim 1 wherein each distributed offer further includes a unique reference code.
- 9. A network as set forth in claim 1 wherein each distributed offer further includes an identity of the distributor.
- 10. A network as set forth in claim 1 wherein the distributed offer is a consumer-specific distributed offer.
- 11. A network as set forth in claim 1 wherein the server clears the one or more redeemed offers with the one or more distributed offers by being operable to prepare one or more settlement details.
- 12. A network as set forth in claim 11, wherein the at least one reward includes a deferred award.
- 13. A network as set forth in claim 12, wherein the deferred award is an award for the customer.

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- 14. A network as set forth in claim 11 wherein the server is further operable to communicate the one or more settlement details to a settlement agent.
- 15. A network as set forth in claim 1 wherein the server is further operable to accrue data relating to the redeemed offers, and to profile the accrued data.
- 16. A network as set forth in claim 15 wherein the server is further operable to communicate the profile to the one or more distributors.
- 17. A network as set forth in claim 15 wherein the profile is selected from the group of a static profile, a persistent profile, and a dynamic profile.
- 18. A network as set forth in claim 1 wherein the at least one offer property includes whether the offer is open to the public.
- 19. A network as set forth in claim 1 wherein the at least one offer property includes whether the offer is being offered by a vendor or a store.
- 20. A network as set forth in claim 1 wherein the at least one offer property includes the maximum number of times the offer may be used by a consumer per transaction.
- 21. A network as set forth in claim 1 wherein the at least one offer property includes the maximum number of times the offer may be used by a consumer across transactions.
- 22. A network as set forth in claim 1 wherein the at least one offer property includes the date and time when the offer becomes active.
- 23. A network as set forth in claim 1 wherein the at least one offer property includes the date and time when the offer becomes inactive.
- 24. A network as set forth in claim 1 wherein the at least one offer property includes a text description of the offer.
- 25. A network as set forth in claim 1 wherein the at least one offer property includes the unique number used to identify a sponsor of each offer.
- 26. A network as set forth in claim 1 wherein the at least one offer property includes whether a reward is to be received in the future.
- 27. A network as set forth in claim 1 wherein the at least one condition includes one or more items that must be purchased.
- 28. (A network as set forth in claim 27 wherein the at least one condition includes the one or more departments from which each of the one or more items must be purchased.
- 29. A network as set forth in claim 1 wherein the at least one condition includes the amount of total purchases required.
- 30. A network as set forth in claim 1 wherein the at least one condition includes the one or more days the offer may be redeemed.
- 31. A network as set forth in claim 1 wherein the at least one condition is selected from the group of an item purchase condition, a department purchase condition, a total purchase condition, a time of day condition, and a day of week condition.

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32. A network as discount reward, a de price reward.	set forth in claim 1 wherein the at least one reward is selected from the group of an item partment discount award, a total discount award, a free item reward, and a replacement
33. An electronic	offer management system for electronic offer transactions, comprising:
an electronic plurality of competitive	offer intake interface adapted to electronically process a plurality of electronic offers from a e offer distributors, the interface comprising:
receiving mea	ans for receiving information related to the plurality of electronic offers distributed by the e offer distributors to customers for redemption at a plurality of stores;
routing means	s for automatically routing the information related to each electronic offer to a point-of-sale in which the offer can be redeemed; and
clearing mea	ns for automatically clearing the electronic offers redeemed by the customers at the stores.

MAILING ADDRESS OF SENDER (Please do not use customer number below):

Caroline G. Chicoine Thompson Coburn LLP One US Bank Plaza St. Louis, MO 63101

This collection of information is required by 37 CFR 1.322, 1.323, and 1.324. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 1.0 hour to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Attention Certificate of Corrections Branch, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

Element/Attribute Tag	Description
/SOX	Element aggregate tag.
/SOX/@Version	Element attribute tag identified with a 0.
/SOX/Offer/OfferMaintR eq/OfferProperties /MemberOffer	Shortened form for: /SOX/Offer/OfferMaintReq/OfferProperties/MemberOffer
/RewardSet[]/ItemPur chase/ItemList/Item[]	Element list has [] appended (occurrence indicator). In the example/RewardSet[] is an aggregate element that must appear once or many times. In this example, the/Item[] element must appear once or many times within each instance of /RewardSet[].

XML Element/Attribute	Data Type	Max Len	Occur	Usage	Description
/SOX/Offer	Aggregate	0	Once	Required Always	Offer: The /SOX/Offer aggregate element may contain: One /SOX/Offer/OfferMaintReq aggregate element and one /SOX/Offer/OfferRouteReq aggregate element; OR One /SOX/Offer/OfferMaintReq aggregate element only; OR One /SOX/Offer/OfferRouteReq aggregate element only;
/GOfferID	String	12	Once	Required Always	Offer ID: Number is provided by offer distributor and must be unique for that distributor.
/OfferMaintReq	Aggregate	0	Once	Optional	Offer Maintenance Request: Encapsulates Offer maintenance request details for @OfferID above.
/OfferMaintReq/@ Action	Enumerated String	7	Once	Required	Action: Offer maintenance action requested. Valid values: Add Replace Delete

XML Element/Attribute Tag	Data Type	Max Len	Occur	Usage	Description
/SOX	Aggregate	0	Once	Required Always	Document Root Element: Identifies this as a SOX XML document.
/@OfferDistribut orID	String	6	Once	Required Always	Offer Distributor ID: Assigned by the ECN. Value = 1 - 999999
/@SenderDocUID	String	12	Once	Required Always	Sender's Document Unique ID: Sender's unique reference code for this document for audit trail purposes.
/@Version	String	3	Once	Required Always	SOX Version of File: Version of SOX to which this document conforms. Value = 1.0
/@AckRequested	Enumerated String	7	Once	Required Always	Acknowledgement Requested: Defines type of acknowledgement requested. Supported values: Normal Terse Verbose
/@SOXType	Enumerated String	5	Once	Required Always	Sox Type: Indicates type of SOX XML document. All SOX documents have this attribute with appropriate values. Value = Offer

XML Element/Attribute	Data Type	Max	Occur	Usage	Description
Tag /SOX/Offer/OfferMa	Aggregate	Len 0	Once	Optional	Offer Properties:
intReq/	1				Contains Offer Properties for
OfferProperties			ŀ		@OfferID above.
			ĺ		This element is required when /SOX/Offer/@Action = "Add" or
	1		ļ	i	"Replace".
	ľ		•		It is not required when
	1				/SOX/Offer/@Action = "Delete".
/MemberOffer	String	3	Once	Required	Member Offer:
/Memberoffer	String	13	Once	Megazzea	Is loyalty program membership
	ļ		1	ŀ	required?
			ļ		Valid values:
				l	Yes
			j	İ	No.
1		i			When membership is not a
İ		ŀ			requirement, all customers are
			j	1	eligible to participate in the
1					Offer.
/StaffAllowed	String	3	Once	Required	Staff Allowed:
,50022222	20229	1			Can staff participate in this
		1		1	offer?
		ì	i	ł	Valid values:
		ļ	İ	1	Yes
1					No
/OfferType	String	6	Once	Required	Offer Type:
1			ĺ	•	Coupon type for monetary
1	1		i		rewards. (For tax calculations.)
					Valid values:
1	1	1	l		Vendor
		1			Store
/OfferXactLimit	String	2	Once	Required	Offer Transaction Limit:
		i			Maximum number of times this
					offer may be used per
					transaction.
i					Value = 0 - 9, or -1 (=
İ					unlimited).
					If value = 0, this offer is not
					active.
/OfferCustLimit	String	2	Once	Required	Offer Customer Limit:
					Total number of times this offer
Į	ł				may be used, across
	}	1 :			transactions.
					Value = 0 - 9, or -1 (=
				·	unlimited).
/OfferStartDateT	Aggregate	0	Once	Required	Offer Start Date Time:
ime					Date/time when the offer becomes
					active.
ł				l	Encapsulates the elements that
		لــــــــــــــــــــــــــــــــــــــ			define the timestamp.

Pages 5, 6 & 7

XML Element/Attribute Tag	Data Type	Max Len	Occur	Usage	Description
/OfferStartDateT	String	4	Once	Required	Offer Start Date Time: Year
ime/Year			<u> </u>	<u> </u>	Format: CCYY
/OfferStartDateT	String	2	Once	Required	1
ime/Month		ł	ļ		Format: MM
		<u> </u>		<u> </u>	Value = 01 - 12
/OfferStartDateT	String	2	Once	Required	
ime/Day			Ì	1	Format: DD
		12		D	Value = 01 - 31 Offer Start Date Time: Hour
/OfferStartDateT	String	2	Once	Required	Format: HH
ime/Hour					Value = 00 - 23
	Chaine	12	Once	Required	Offer Start Date Time: Minute
/OfferStartDateT ime/Minute	String	4	Once	Required	Format: MM
ime/windce	l .			1	Value = 00 - 59
/OfferEndDateTim	Aggregate	0	Once	Required	Offer End Date Time:
e	Aggregate	"	Once	quiicu	Date/time after which the offer
					expires.
				f	Encapsulates the elements that
				ŀ	define the timestamp.
/OfferEndDateTim	String	4	Once	Required	Offer End Date Time: Year
e/Year		1			Format: CCYY
/OfferEndDateTim	String	2	Once	Required	Offer End Date Time: Month
e/Month	•	1		{	Format: MM
					Value = 01 - 12
/OfferEndDateTim	String	2	Once	Required	Offer End Date Time: Day
e/Day				<b>!</b>	Format: DD
		4			Value = 01 - 31 Offer End Date Time: Hour
/OfferEndDateTim	String	2	Once	Required	Format: HH
e/Hour		1			Value = 00 - 23
10.55 m. 37 m. mi-	Obsides -	2	Once	Required	Offer End Date Time: Minute
/OfferEndDateTim	String	4	Once	Kedarrea	Format: MM
e/Minute		1 1			Value = 00 - 59
/OfferDescriptio	String	40	Once	Required	Offer Description:
n	Jerring	"	00		Text description of the
••					promotion - printed on checkout
					receipt.
		1			Format on checkout receipt: 2
					lines of 20 characters each.
/OfferReportDesc	String	40	Once	Required	Offer Report Description:
ription		1 1			Text description of the offer
				_ <u></u>	for reporting purposes. Offer Sponsor Settlement ID:
/OfferSponsorSet	String	9	Once	Required	Assigned by the ECN.
tlementID		1 1			Value = 1 - 999999999
(2-6	Chulan	3	Once	Required	Deferred Reward:
/DeferredReward	String	1,	Once	vedutted	Is reward to be received in a
					deferred manner (or directed to
					another party), or is it to be
					received at checkout.
		1 1			Valid values:
		1 1			"Yes" = Deferred receipt.
		1 1			"No" = Checkout receipt.

XML Element/Attribute Tag	Data Type	Max Len	Occur	Usage	Description
/SOX/Offer/OfferMa intReq/ OfferConditions	Aggregate	0	Once	Optional	Offer Conditions: Encapsulates the Conditions applicable to @OfferID. This element is required when/Offer/@Action = "Add" or "Replace". It is not required when/Offer/@Action = "Delete".
/@ConditionSetCoun t	String	1	Once	Required	Condition Set Count: Number of Condition Set instances in this document. Value = 1 - 7
/ConditionSet[]	Aggregate List	0	One or Many	Required	Condition Set: Encapsulates the details of a single Condition Set. This

XML Element/Attribute	Data Type	Max	Occur	Usage	Description
Tag		Len		,	
		1	1	1	element must contain only one of the following available
			1	į	Condition Set type elements:
		İ	1		ItemPurchase
			J		DeptPurchase
		1	1	1	TotalPurchase
	1	1	1	1	TimeOfDay DayOfWeek
/ConditionSet[]/	Enumerated	1	Once	Required	
@ConditionSetID	String	1		1	Value = 0 - 7
		1		1	Value must be mutually exclusive with other @ConditionSetID
		1		ļ	values and
		1			/SOX/Offer/OfferMaintReq/OfferRe
		1	!	ļ	wards/
	<del> </del>	╁──	<del> </del>	<u> </u>	RewardSet[]/@RewardSetID values.
/ConditionSet[]/	Aggregate	0	Once	Optional	Item Purchase:
ItemPurchase	· -				Element which encapsulates the
		1			details of the ItemPurchase Condition Set type.
/ConditionSet[]/	Enumerated	8	Once	Required	Measure:
ItemPurchase/@Meas	String		00		Defines the basis on which this
ure				İ	Condition Set type is measured.
		i i		I	Valid values: Quantity
	1				Weight
Ì	İ			ŀ	Amount
	ł	1		1	Where "Amount" is a monetary
				l	amount.  If "Weight" is specified, the
					Offer Distributor is responsible
	1		•		for ensuring that Items in
(01/-)		0	Once	Required	ItemList are sold by weight.  Item List:
/ConditionSet[]/ ItemPurchase/ItemL	Aggregate	ا ۱	Once	Reduited	Encapsulates items that may be
ist				Ī	purchased interchangeably to
		1.	0	Da-Jarah	meet this Condition.  Item Count:
/ConditionSet[]/ ItemPurchase/ItemL	String	4	Once	Required	The number ofItemList/Item[]
ist/					entries to follow.
@ItemCount					Value = 1 - 9999
/ConditionSet[]/ ItemPurchase/ItemL	String List	12	One or	Required	Item: UPC/EAN Code of eligible item
ist/Item[]	LISC	•	Many		without the check digit. All 12
			-		digits must be specified even if
					leading zero's are needed. Compressed UPC is not permitted.
/ConditionSet[]/	String	1	Once	Required	Condition Check Flag:
ItemPurchase/CondC	Jerring	-	00		Valid values:
hkFlg					"0" = Once conditions are met,
					rewards issued for all qualifying items thereafter.
			l		"1" = Conditions must be met
					each time to receive rewards.
/ConditionSet[]/	String	10	Once	Required	Measure Value:
ItemPurchase/Measu reValue			j		Metric of/ItemPurchase/@Measure
TAATTA		ľ			required to be purchased.
		İ			Value = 1 - 2147483647
					If/ItemPurchase/@Measure = Quantity, Value is in units.
•					= Weight, Value is in hundredths
					of pounds.
					= Amount, Value is in cents.
/ConditionSet[]/	Aggregate	0	Once	Optional	Department Purchase:
DeptPurchase	ggregace		J		Element which encapsulates the

XML Element/Attribute	Data Type	Max		Usage	Description
Tag		Len			details of the DeptPurchase Condition Set type. The Offer Distributor is responsible for the correct identification of departments. It is recommended that only the store operator uses this
/ConditionSet[]/ DeptPurchase/DeptL ist	Aggregate	0	Once	Required	Condition Set type.  Department List: Element encapsulating the store departments from which items may be purchased interchangeably to meet this Condition.
/ConditionSet[]/ DeptPurchase/DeptL ist/ @DeptCount	String	4	Once	Required	
/ConditionSet[]/ DeptPurchase/DeptL ist/Dept[]	String List	4	One or Many	Required	
/ConditionSet[]/ DeptPurchase/CondC hkFlg	String	1	Once	Required	Condition Check Flag: Valid values:     "0" = Once conditions are met, rewards issued for all qualifying items thereafter.     "1" = Conditions must be met each time to receive rewards.
/ConditionSet[]/ DeptPurchase/Amoun t	String	10	Once	Required	Amount: The monetary amount required to be purchased expressed in cents. Value = 1 - 2147483647
/ConditionSet[]/ TotalPurchase/	Aggregate	0	Once	Optional	Total Purchase: Element which encapsulates the details of the TotalPurchase Condition Set type.
/ConditionSet[]/ TotalPurchase/@Inc ludes	Enumerated String	12	Once	Required	Includes: Defines whether "All" items or only those that are "Discountable" are included in the total of purchases to be evaluated. Valid values: All Discountable
/ConditionSet[]/ TotalPurchase/Cond ChkFlag	String	1	Once	Required	Condition Check Flag: Valid values: "0" = Once conditions are met, rewards issued for all qualifying items thereafter. "1" = Conditions must be met each time to receive rewards.
/ConditionSet[]/ TotalPurchase/Amou nt	String	10	Once	Required	Amount: The total monetary amount required to be purchased expressed in cents. Value = 1 - 2147483647
/ConditionSet[]/ TimeOfDay	Aggregate	0	Once	Optional	Time Of Day: Element which encapsulates the details of the TimeOfDay Condition Set type.
/ConditionSet[]/ TimeOfDay/StartTim e	Aggregate	0	Once	Required	Start Time: Encapsulates the details of StartTime.
/ConditionSet[]/ TimeOfDay/StartTim	String	2	Once	Required	Hour: Format: HH

XML Element/Attribute	Data Type	Max Len	Occur	Usage	Description
e/Hour		5.011		1	Value: 00 - 23
/ConditionSet[]/	String	2	Once	Required	Minute:
TimeOfDay/StartTim	502 2003	-			Format: MM
e/Minute		1		į.	Value: 00 - 59
/ConditionSet[]/	Aggregate	0	Once	Required	End Time:
TimeOfDay/EndTime		1		ļ -	Encapsulates the details of
		1			EndTime.
/ConditionSet[]/	String	2	Once	Required	Hour:
TimeOfDay/EndTime/	1	1		_	Format: HH
Hour			İ		Value: 00 - 23
/ConditionSet[]/	String	2 .	Once	Required	Minute:
TimeOfDay/EndTime/	_	ŀ	ł		Format: MM
Minute .	·				Value: 00 - 59
/ConditionSet[]/	Aggregate	0	Once	Optional	Day Of Week:
DayOfWeek	1	1		i	Element which encapsulates the
1					details of the DayOfWeek
		1		<u> </u>	Condition Set type.
/ConditionSet[]/	String	3 '	Once	Required	Sunday:
DayOfWeek/Sunday	i				Indicates whether the Offer is
	į	1			available on Sundays. Note that
1		1			at least one of the days should
		1			have a "Yes" value.
			l		Valid values:
				i	Yes
		3	0	n	No Monday:
/ConditionSet[]/	String	3	Once	Required	Valid values:
DayOfWeek/Monday					Yes
1					No No
/ConditionSet[]/	String	3	Once	Required	Tuesday:
	String	'	Once	redarrea	Valid values:
DayOfWeek/Tuesday					Yes
		1 1			No
/ConditionSet[]/	String	3	Once	Required	Wednesday:
DayOfWeek/Wednesda	Doctoring				Valid values:
y					Yes
*		1 1			No
/ConditionSet[]/	String	3	Once	Required	Thursday:
DayOfWeek/Thursday	_				Valid values:
		1			Yes
	_	<u> </u>			No
/ConditionSet[]/	String	3	Once	Required	Friday:
DayOfWeek/Friday	•				Valid values:
					Yes
					No
/ConditionSet[]/	String	3	Once	Required	Saturday:
DayOfWeek/Saturday			ſ		Valid values:
		[ [			Yes
1		1 1	1		No

XML Element/Attribute	Data Type	Max Len	Occur	Usage	Description
/SOX/Offer/OfferMa intReq/ OfferRewards	Aggregate	6	Once	Optional	Offer Rewards: Encapsulates the Rewards applicable to @OfferID. This element is required when /SOX/Offer/@Action = "Add" or "Replace". It is not required when /SOX/Offer/@Action = "Delete".
/@RewardSetCount	String	1	Once	Required	Reward Set Count: Number of Reward Set instances in this document. Value = 1 - 7
/RewardSet[]	Aggregate List	0	One or Many	Required	Reward Set: Encapsulates the details of a single Reward Set. This element must contain only one of the following available Reward Set type elements: ItemDiscount DeptDiscount TotalDiscount FreeItem ReplacementPriceMethod1
/RewardSet[]/@Re	Enumerated	1	Once	Required	Reward Set ID:

XML Element/Attribute	Data Type	Max	Occur	Usage	Description
Tag wardSetID	String	Len			Value = 0 - 7 Value must be mutually exclusive with other @RewardSetID values and /SOX/Offer/OfferMaintReq/OfferCo nditions/ ConditionSet[]/@ConditionSetID values.
/RewardSet[]/Ite mDiscount	Aggregate	0	Once	Optional	Item Discount: Element which encapsulates the details of the ItemDiscount Reward Set type.
/RewardSet[]/Ite mDiscount/ @Basis	Enumerated String	7	Once	Required	Basis: Defines the basis on which Rewards will be given: Valid values:    "Percent" = Percentage off.    "Amount" = Amount off.
/RewardSet[]/Ite mDiscount/ ItemList	Aggregate	0	Once	Required	Item List: Element encapsulating the items that may receive this Reward.
/RewardSet[]/Ite mDiscount/ ItemList/@ItemCoun t	String	4	Once	Required	<pre>Item Count: The number ofItemList/Item[] entries to follow. Value = 1 - 9999</pre>
/RewardSet[]/Ite mDiscount/ ItemList/Item[]	String List	12	One or Many	Required	Item: UPC/EAN Code of eligible item without the check digit. All 12 digits must be specified even if leading zero's are needed. Compressed UPC is not permitted.
/RewardSet[]/Ite mDiscount/ RewardLimit	String	2	Once	Required	Reward Limit: Maximum number of Rewards which can be issued each time the Conditions of the Offer are met. Value = 1 - 9, or -1 (= unlimited).
/RewardSet[]/Ite mDiscount/ BasisValue	String	10	Once	Required	Basis Value: Metric of/ItemDiscount/@Basis to be applied. If/ItemDiscount/@Basis = Percent, then the value is the percentage discount in whole numbers. Value = 1 - 99 If/ItemDiscount/@Basis = Amount, then the value is the discount amount in cents. Value = 1 - 2147483647 Note that the price of an item will never be reduced below zero.
/RewardSet[]/Dep tDiscount	Aggregate	0	Once	Optional	Department Discount: Element which encapsulates the details of the DeptDiscount Reward Set type. The Offer Distributor is responsible for the correct identification of departments. It is recommended that only the store operator uses this Reward Set type.
/RewardSet[]/Dep tDiscount/ @Basis	Enumerated String	7	Once	Required	Basis: Defines the basis on which Rewards will be given: Valid values:

XML Element/Attribute Tag	Data Type	Max Len	Occur	Usage	Description
rag		Len			"Percent" = Percentage off.  "Amount" = Amount off.
/RewardSet[]/Dep tDiscount/ DeptList	Aggregate	0	Once	Required	
/RewardSet[]/Dep tDiscount/ DeptList/@DeptCoun t	String	4	Once	Required	<del></del>
/RewardSet[]/Dep tDiscount/ DeptList/Dept[]	String List	4	One or Many	Required	Department: Store department whose items are eligible to receive this Reward. Value = 1 - 9999
/RewardSet[]/Dep tDiscount/ RewardLimit	String	2	Once	Required	Reward Limit: Maximum number of Rewards which can be issued each time the Conditions of the Offer are met. Value = 1 - 9, or -1 (= unlimited).
/RewardSet[]/Dep tDiscount/ BasisValue	String	10	Once	Required	Basis Value: Metric of/DeptDiscount/@Basis to be applied. If/DeptDiscount/@Basis = Percent, then the value is the percentage discount in whole numbers. Value = 1 - 99 If/DeptDiscount/@Basis = Amount, then the value is the discount amount in cents. Value = 1 - 2147483647 Note that the total value of purchases of items in eligible departments will never be reduced below zero.
/RewardSet[]/Tot alDiscount	Aggregate	0	Once	Optional	Total Discount: Element which encapsulates the details of the TotalDiscount Reward Set type.
/RewardSet[]/Tot alDiscount/@Basis	Enumerated String	7	Once	Required	Basis: Defines the basis on which Rewards will be given: Valid values: "Percent" = Percentage off. "Amount" = Amount off.
/RewardSet[]/Tot alDiscount/RewardL imit	String	2	Once	Required	Reward Limit: Maximum number of Rewards which can be issued each time the Conditions of the Offer are met. Value = 1 - 9, or -1 (= unlimited).
/RewardSet[]/Tot alDiscount/BasisVa lue	String	10	Once	Required	Basis Value: Metric of/TotalDiscount/@Basis to be applied. If/TotalDiscount/@Basis = Percent, then the value is the percentage discount in whole numbers. Value = 1 - 99 If/TotalDiscount/@Basis = Amount, then the value is the discount amount in cents. Value = 1 - 2147483647 Note that the total value of purchases will never be reduced

XML Element/Attribute	Data Type	Max Len	Occur	Usage	Description
Tag		Len			below zero.
	<del> </del>	┪	<del>                                     </del>	<del> </del>	
/RewardSet()/Fre eItem	Aggregate	0	Once	Optional	Free Item: Element which encapsulates the details of the FreeItem Reward Set type.
/RewardSet[]/Fre eItem/ ItemList	Aggregate	0	Once	Required	Element encapsulating the items that may receive this Reward.
/RewardSet[]/Fre eltem/ ItemList/@ItemCoun t	String	4	Once	Required	<pre>Item Count: The number ofItemList/Item{} entries to follow. Value = 1 - 9999</pre>
/RewardSet[]/Fre eItem/ ItemList/Item[]	String List	12	One or Many	Required	Item: UPC/EAN Code of eligible item without the check digit. All 12 digits must be specified even if leading zero's are needed. Compressed UPC is not permitted.
/RewardSet[]/Fre eItem/ RewardLimit	String	2	Once	Required	Reward Limit: Maximum number of Rewards which can be issued each time the Conditions of the Offer are met. Value = 1 - 9, or -1 (= unlimited).
/RewardSet[]/ ReplacementPriceMe thod1	Aggregate	0	Once	Optional	Replacement Price Method 1: Element which encapsulates the details of the ReplacementPriceMethod1 Reward Set type. The replacement price to be applied follows IBM 4690 Supermarket Application pricing method 1 logic. Pricing methods 0, 2, 3, and 4 may be supported in future versions of the system, if required. This Reward Set type may not be used for weighed or NSC 02 items.
/RewardSet[]/ ReplacementPriceMe thod1/ ItemList	Aggregate	0	Once	Required	Item List: Element encapsulating the items that may receive this Reward.
/RewardSet[]/ ReplacementPriceMe thod1/ ItemList/@ItemCoun t	String	4	Once	Required	<pre>Item Count: The number ofItemList/Item[] entries to follow. Value = 1 - 9999</pre>
/RewardSet[]/ ReplacementPriceMe thod1/ ItemList/Item[]	String List	12	One or Many	Required	Item: UPC/EAN Code of eligible item without the check digit. All 12 digits must be specified even if leading zero's are needed. Compressed UPC is not permitted.
/RewardSet()/ ReplacementPriceMe thod1/ DealPrice	String	8	Once	Required	Deal Price: Total price, in cents, of DealQuantity units. Value = 1 - 99999999
/RewardSet[]/ ReplacementPriceMe thod1/ DealQuantity	String	2	Once	Required	Deal Quantity: Number of units received for DealPrice. Value = 1 - 99
/RewardSet[]/ ReplacementPriceMe thod1/ RewardLimit	String	2	Once	Required	Reward Limit: Maximum number of Rewards which can be issued each time the Conditions of the Offer are met.

XML Element/Attribute Tag	Data Type	Max Len	Occur	Usage	Description
·			_		Value = 1 - 9, or -1 (= unlimited).

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XML Element/Attribute Tag	Data Type	Max Len	Occur	Usage	Description
/SOX/Offer/OfferRo uteReq	Aggregate	0	Once	Optional	Offer Route Request: Encapsulates all Offer store routing requests.
/StoreList[]	Aggregate	0	One	Required	Store List:

XML Element/Attribute Tag	Data Type	Max Len	Occur	Usage	Description
	List		or Many		Encapsulates details of all stores for which the same @Action is required for this @OfferID.
/StoreList[]/@Ac tion	Enumerated String	7	Once	Required	Action: Defines maintenance operation to be performed for this @Offer for this StoreList[]. Valid values: Add Replace Delete
/StoreList[]/@St oreCount	String	10	Once	Required	Store Count: The number of/StoreList/Store[] entries to follow. Value = 1 - 2147483647
/StoreList[]/Sto re[]	Aggregate List	0	One or Many	Required	Store: Encapsulates the details of one store.
/StoreList[]/Sto re[]/ StoreID	String	10	Once	Required	Store ID: Assigned by ECN. Unique Store Identifier. Valid value: 1 - 2147483647
/StoreList[]/Sto re[]/ ServicePriority	String	2	Once	Required	Service Priority: Indicates maximum processing delay for requested routing service. Supported values for the Pilot:     "ON" = Overnight Beyond Pilot:     "RT" = Real-time     "15" = 15 Minutes     "HR" = 1 Hour

# Customer Offer Maintenance Request

XML Element/Attribute	Data Type	Max	Occur	Usage	Description
Tag		Len		n	Customer Offer:
/SOX/CustomerOffer	Aggregate	0	One or	Required Always	The /SOX/CustomerOffer[]
[1]		1	Many	Always	aggregate element may contain:
		ł	Many		One
		ļ			/SOX/CustomerOffer[]/CustOfferMa
		1			intReg aggregate element and one
ł					/SOX/CustomerOffer[]/CustOfferRo
}			İ	ļ	uteReq aggregate element;
1	l		1	İ	OR
					One
Ì				ì	/SOX/CustomerOffer[]/CustOfferMa
1					intReq aggregate element only;
				ļ	OR
1					One /SOX/CustomerOffer[]/CustOfferRo
				l	uteReq aggregate element only.
		1		D / 4	Offer ID:
/@OfferID	String	12	Once	Required	Number is provided by offer
	ì			Always	distributor and must be unique
	!				for that distributor.
		1			Value = 1 - 99999999999
(0)(	String	10	Once	Required	Merchant ID:
/@MerchantID	SCITING	] 10	Once	Always	Assigned by ECN.
ľ		1			Identifies the issuing
					organization for the Customer's
1					loyalty card.
	1				Value: 1 - 2147483647
/@CustomerID	String	18	Once	Required	Customer ID:
, 002000				Always	Normally, the Customer's loyalty
}					card number for the merchant
					represented by @MerchantID.
/CustOfferMaintR	Aggregate	0	Once	Optional	Customer Offer Maintenance
eq					Request:
					Encapsulates CustomerOffer
1					maintenance request details for
					@OfferID and
	<u> </u>			l,	@MerchantID/@CustomerID above.

XML Element/Attribute Tag	Data Type	Max Len	Occur	Usage	Description
/CustOfferMaintR eq/@Action	Enumerated String	8	Once	Required	Action: CustomerOffer maintenance action requested. Valid values: Add Replace Delete Activate

# Page 18 (cont'd)

**Customer Offer Properties** 

XML Element/Attribute Tag	Data Type	Max Len	Occur	Usage	Description
/SOX/CustomerOffer []/ CustOfferMaintReq/ CustOfferPropertie s	Aggregate	0		Optional	CustomerOffer Properties: Contains CustomerOffer Properties for @OfferID for @MerchantID/@CustomerID above. This element is required when /SOX/CustomerOffer[]/@Action = "Add" or "Replace" or "Activate". It is not required when /SOX/CustomerOffer[]/@Action = "Delete".
/CustOfferXactLi mit	String	2	Once	Required	Customer Offer Transaction Limit: Maximum number of times this offer may be used per transaction. Value = 0 - 9, or -1 (= unlimited). If value = 0, this CustomerOffer is not active.
/CustOfferCustLi mit	String	2	Once	Required	Customer Offer Customer Limit: Total number of times this offer may be used, across transactions. Value = 0 - 9, or -1 (= unlimited).

## Customer Offer Rewards

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XML Element/Attribute	Data Type	Max Len	Occur	Usage	Description
/SOX/CustomerOffer []/. CustOfferMaintReq/ CustOfferRewards	Aggregate	0	Once	Optional	CustomerOffer Rewards: Contains CustomerOffer Rewards for @OfferID for @MerchantID/@CustomerID above. This element is required when /SOX/CustomerOffer[]/@Action = "Add" or "Replace". It is not required when /SOX/CustomerOffer[]/@Action = "Delete" or "Activate".
/@RewardSetCount	String	1	Once	Required	Reward Set Count: Number of Reward Set instances in this CustomerOffer(). Value = 1 - 7
/RewardSet[]	Aggregate List	0	One or Many	Required	Reward Set: Encapsulates the details of a single Reward Set. This element must contain only one of the following available Reward Set type elements: ItemDiscount DeptDiscount

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XML Element/Attribute Tag	Data Type	. Max Len	Occur	Usage	Description
					TotalDiscount ReplacementPriceMethod1 Note that CustOfferRewards for FreeItem are not meaningful.
/RewardSet[]/@Re wardSetID	Enumerated String	1	Once	Required	Reward Set ID:  Value = 0 - 7  Value is determined by the  @RewardSetID from the global  @OfferID which is to be  overlaid with the data in this  RewardSet[].  Additionally, the @RewardSetID  must refer to the same Reward  Set type and be measured on  the same @Basis as the global  @OfferID, or an error will  result.  The system cannot successfully  overlay the customer-specific  data values onto the global  Offer unless they are  comparable.
/RewardSet[]/Ite mDiscount	Aggregate	0	Once	Optional	Item Discount: Element which encapsulates the details of the ItemDiscount Reward Set type.
/RewardSet[]/Ite mDiscount/ @Basis	Enumerated String	7	Once	Required	Basis: Defines the basis on which Rewards will be given: Valid values:     "Percent" = Percentage off.     "Amount" = Amount off. See comments above regarding the need for compatibility with default rewards.
/RewardSet[]/Ite mDiscount/ BasisValue	String	10	Once	Required	Basis Value: Metric of/ItemDiscount/@Basis to be applied. If/ItemDiscount/@Basis = Percent, then the value is the percentage discount in whole numbers. Value = 1 - 99 If/ItemDiscount/@Basis = Amount, then the value is the discount amount in cents. Value = 1 - 2147483647 Note that the price of an item will never be reduced below zero.
/RewardSet[]/Dep tDiscount	Aggregate	0	Once	Optional	Department Discount: Element which encapsulates the details of the DeptDiscount Reward Set type.

/Rewar dSet[]/D eptDisco unt/ @Basis	Enumerated String	7	Once	Required	Basis: Defines the basis on which Rewards will be given: Valid values: "Percent" = Percentage off. "Amount" = Amount off. See comments above regarding the need for compatibility with default rewards.
/Rewards		String	10	Once	Required Basis Value: Metric of

	<del></del>	<del></del>		- ,	<del></del>
BasisValue					/ItemDiscount/@Basis to be applied. If/ItemDiscount/@Basis = Percent, then the value is the percentage discount in whole numbers. Value = 1 - 99 If/ItemDiscount/@Basis = Amount, then the value is the discount amount in cents. Value = 1 - 2147483647 Note that the price of an item will never be reduced below
			<u> </u>		zero.
/RewardSet[]/Tot alDiscount	Aggregate	o	Once	Optional	Total Discount: Element which encapsulates the details of the TotalDiscount Reward Set type.
/RewardSet[]/Tot alDiscount/@Basis	Enumerated String	8	Once	Required	Basis: Defines the basis on which Rewards will be given: Valid values: "Percent" = Percentage off. "Amount" = Amount off. See comments above regarding the need for compatibility with default rewards.
./RewardSet[]/Tot alDiscount/BasisVa lue	String	10	Once	Required	Basis Value: Metric of/ItemDiscount/@Basis to be applied. If/ItemDiscount/@Basis = Percent, then the value is the percentage discount in whole numbers. Value = 1 - 99 If/ItemDiscount/@Basis = Amount, then the value is the discount amount in cents. Value = 1 - 2147483647 Note that the price of an item will never be reduced below zero.
/RewardSet[]/ ReplacementPriceMe thod1	Aggregate	0	Once	Optional	Replacement Price Method 1: Element which encapsulates the details of the ReplacementPriceMethod1 Reward Set type.
/RewardSet[]/ ReplacementPriceMe thod1/ DealPrice	String	8	Once	Required	Deal Price: Total price, in cents, of DealQuantity units, where DealQuantity is defined in the default Rewards for @OfferID. Value = 1 - 99999999

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## Customer Offer Store Routing

XML Element/Attribute	Data Type	Max Len	Occur	Usage	Description
/SOX/CustomerOffer []/ CustOfferRouteReq	Aggregate	0	Once	Optional	CustomerOffer Route Request: Encapsulates CustomerOffer[] store routing request details.
/StoreList[]	Aggregate List	0	One or Many	Required	Store List: Encapsulates details of all stores for which the same

XML Element/Attribute Tag	Data Type	Max Len	Occur	Usage	Description
				1	@Action is required for this
1		1		i	@OfferID and
		<u> </u>	<u> </u>	<u> </u>	@MerchantID/@CustomerID.
/StoreList(]/@Ac	Enumerated	7	Once	Required	Action:
tion	String	1		i	Defines maintenance operation
1		1			to be performed for this
	i	1	ĺ		StoreList[].
1					Valid values:
1				l	Add
ł .			i	ļ	Replace
		1		]	Delete
				<u> </u>	Activate
/StoreList[]/@St	String	10	Once	Required	Store Count:
oreCount	1	i			The number of
		ł			/StoreList/Store[] entries to follow.
į.					Value = 1 - 2147483647
(05 === 1 d == 1 ) (05 ==	3	0	One	Required	Value = 1 - 214/48364/
/StoreList[]/Sto	Aggregate List	'	or	Keduited	Encapsulates the details of
re[]	List		Many		one store.
(0)	Charles	10	Once	Required	Store ID:
/StoreList[]/Sto	String	1 10	Once	Kedarrea	Assigned by ECN.
StoreID		ł			Unique Store Identifier.
Storerb					Valid value: 1 - 2147483647
/StoreList[]/Sto	String	2	Once	Required	Service Priority:
re[]/	String		Once	Kedarrea	Indicates maximum processing
ServicePriority					delay for requested routing
bervicerriority					service.
		j l			Supported values for the
					Pilot:
					"15" = 15 Minutes
1					"HR" = 1 Hour
			Ī		*ON* = Overnight
					"RT" = Real-time

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## Header

XML Element/Attribute Tag	Data Type	Max Len	Occur	Usage	Description
/SOX	Aggregate	0	Once	Required Always	Document Root Element: Identifies this as a SOX XML document.
/@Version	String	3	Once	Required Always	SOX Version of File: Version of SOX to which this document conforms. Value = 1.0
/@SOXType	Enumerated String	8	Once	Required Always	Sox Type: Indicates type of SOX XML document. All SOX documents have this attribute with appropriate values. Value = OfferAck

# Offer Document Acknowledgement.

XML Element/Attribute	Data Type	Max	Occur	Usage	Description
Tag	Data Type	Len	Occur	Osage	Description
/SOX/OfferAck	Aggregate	0	Once	Required	Offer Acknowledgement:
			l	1 -	Encapsulates the acknowledgement
		1			of the receipt of the Offer
		1	Į		document.
/DistributorID	String	10	Once	Required	Distributor ID:
			1	} *	@OfferDistributorID in the Offer
	İ	1	j	ł	document.
/AckRequested	Enumerated	7	Once	Required	Acknowledgement Requested:
,	String	1		1 -	@AckRequested in the Offer
		1		1	document.
/SenderDocUID	String	12	Once	Required	Sender's Document Unique ID:
,					@SenderDocUID in the Offer
{		1		<b>{</b>	document.
/SessionID	String	12	Once	Required	Session ID:
				i -	Generated by ECN.
1				l .	ECN ID for the session in which
1					the Offer document was
		ļ			transmitted to the ECN.
1		1			May be used for audit trail
		1		ĺ.	purposes.
/OffRcptCtrlID	String	10	Once	Required	Offer Receipt Control ID:
	_	1		_	Generated by ECN.
	i	1			ECN identifier used for tracking
1	1				the Offer document.
/SenderID	String	8	Once	Required	Sender ID:
1		1		1	Generated by ECN.
				•	ECN user ID under which the
	1				Offer document was transmitted
					to the ECN.
/Date	Aggregate	0	Once	Required	Date:
	· '				Generated by ECN.
	ļ				Date of OfferAck creation.
/Date/Year	String	4	Once	Required	Year:
	<u> </u>				Format: CCYY
/Date/Month	String	2	Once	Required	Month:
<u> </u>		2			Format: MM
/Date/Day	String	2	Once	Required	Day: Format: DD
/Time	Aggregate	0	Once	Required	Time:
/Time	Aggregate	1 ' 1	Once	vedarrea	Generated by ECN.
į		1			Time of OfferAck creation.
/Time/Hour	String	2	Once	Required	Hour:
/Time/Noui	Scring		once	wedarrea	Format: HH
/Time/Minute	String	2	Once	Required	Minute:
, Time, Hinde	ocr mg	-	00	quii cu	Format: MM
/Time/Second	String	2	Once	Required	Second:
, rame, become	CCLAM				Format: SS
/TimeZone	String	3	Once	Required	Time Zone:
,					Generated by ECN.
	-				Time Zone for OfferAck creation
1		l	1	ļ	timestamp.
L		.لـــــا		1	

# Offer Maintenance Request Acknowledgement

XML Element/Attribute	Data Type	Max Len	Occur	Usage	Description
/SOX/Offer	Aggregate	0	Once	Required	Offer: Encapsulates results of Offer processing.
/@OfferID	String	12	Once	Required	Offer ID: @OfferID in the Offer document.
/OfferMaintReq	Aggregate	0	Once	Optional	Offer Maintenance Request: This element will exist if it was present in the processed Offer document. Encapsulates results of Offer maintenance processing.
/OfferMaintReq/@ Action	Enumerated String	7	Once	Required	Action: @Action in the Offer document.
/SOX/Offer/OfferMa intReq/ OfferProperties	Aggregate	0		Optional	Offer Properties: This element will exist if it was present in the processed Offer document. Encapsulates results of Offer Properties processing.
/Status	String	9	Once	Required	Status: Generated by ECN. Valid Values: Success
/Result	Aggregate	0	Once	Required	Result: See result structure above.
/SOX/Offer/OfferMa	Aggregate	0	Once	Optional	Offer Conditions:

XML Element/Attribute	Data Type	Max Len	Occur	Usage	Description
intReq/ OfferConditions					This element will exist if it was present in the processed Offer document. Encapsulates results of Offer Conditions processing.
/@ConditionSetCo unt	String	1	Once	Required	Condition Set Count: Count of/ConditionSet[] elements to follow.
/ConditionSet[]	Aggregate List	0	One or Many	Required	Condition Set: Encapsulates the results of processing this @ConditionSetID.
/ConditionSet[]/ @ConditionSetID	Enumerated String	1	Once	Required	Condition Set ID: @ConditionSetID in the Offer document.
/ConditionSet[]/ Status	String	9	Once	Required	Status: Generated by ECN. Valid Values: Success
/ConditionSet[]/ Result	Aggregate	0	Once	Required	Result: See result structure above.
/SOX/Offer/OfferMa intReq/ OfferRewards	Aggregate	0	Once	Optional	Offer Rewards: This element will exist if it was present in the processed Offer document. Encapsulates results of Offer Rewards processing.
/@RewardSetCount	String	1	Once	Required	Reward Set Count: Count of/RewardSet[] elements to follow.
/RewardSet[]	Aggregate List	0	.One or Many	Required	Reward Set: Encapsulates the results of processing this @RewardSetID.
/RewardSet[]/ @RewardSetID	Enumerated String	1	Once	Required	Reward Set ID: @RewardSetID in the Offer document.
/RewardSet[]/Sta tus	String	9	Once	Required	Status: Generated by ECN. Valid Values: Success
/RewardSet[]/Res ult	Aggregate	0	Once	Required	Result: See result structure above.

# Offer Store Routing Acknowledgement.

XML Element/Attribute	Data Type	Max Len	Occur	Usage	Description
/SOX/Offer/OfferRo uteReq	Aggregate	0	Once	Optional	Offer Routing Request: This element will exist if it was present in the processed Offer document. Encapsulates results of Offer routing processing.
/StoreList[]	Aggregate List	0	One or Many	Required	Store List: Encapsulates the details of stores for which the same @Action is required.
/StoreList[]/@Ac	Enumerated String	7	Once	Required	Action: @Action in the Offer document.
/StoreList[]/@St oreCount	String	10	Once	Required	Store Count: Count of/Store[] elements to follow.

XML Element/Attribute Tag	Data Type	Max Len	Occur	Usage	Description
<pre>/StoreList[]/Sto re[]</pre>	Aggregate List	0	One or Many	Required	Store: Encapsulates the details of one store.
/StoreList[]/Sto re[]/ StoreID	String	10	Once	Required	Store ID: StoreID in the Offer document.
/StoreList[]/Sto re[]/ ServicePriority	String	2	Once	Required	Service Priority: ServicePriority in the Offer document.
/StoreList[]/Sto re[]/Status	String	9	Once	Required	Status: Generated by ECN. Valid Values: Success Scheduled
/StoreList[]/Sto re[]/Result	Aggregate	0	Once	Required	Result: See result structure above.

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#### Offer Document Acknowledgement

XML Element/Attribute Tag	Data Type	Max Len	Occur	Usage	Description
/SOX/CustOfferAck	Aggregate	0	Once	Required	CustomerOffer Acknowledgement: Encapsulates the acknowledgement
	ļ				of the receipt of the CustomerOffer document.
/DistributorID	String	10	Once	Required	Distributor ID:
			ļ		@OfferDistributorID in the CustomerOffer document.
/AckRequested	Enumerated	7	Once	Required	Acknowledgement Requested:
-	String			ĺ	@AckRequested in the
·			ļ <u>.</u>		CustomerOffer document.
/SenderDocUID	String	12	Once	Required	Sender's Document Unique ID:
	l	j	ļ		@SenderDocUID in the
	L	1			CustomerOffer document.
/SessionID	String	12	Once	Required	Session ID:
		1			Generated by ECN.
	ł		1		ECN ID for the session in which
	i	1			the CustomerOffer document was
		1			transmitted to the ECN. May be
		<u> </u>			used for audit trail purposes.
/OffRcptCtrlID	String	10	Once	Required	Offer Receipt Control ID:
	ļ	ŀ	1		Generated by ECN.
		i	i		ECN identifier used for tracking
					the CustomerOffer document.
/SenderID	String	8	Once	Required	Sender ID:
	}	i	<b>l</b> .		Generated by ECN.
		l			ECN user ID under which the
				•	CustomerOffer document was
	l				transmitted to the ECN.
/Date	Aggregate	0	Once	Required	Date:

XML Element/Attribute Tag	Data Type	Max Len	Occur	Usage	Description
lay .	1		]		Generated by ECN.
•	i	1	1		Date of CustomerOfferAck
		1			creation.
/Date/Year ·	String	4	Once	Required	Year:
, 5000, 1001		1			Format: CCYY
/Date/Month	String	2	Once	Required	Month:
, 5420, 133113				<u> </u>	Format: MM
/Date/Day	String	2	Once	Required	Day:
, 5440, 543	1				Format: DD
/Time	Aggregate	0	Once	Required	Time:
					Generated by ECN.
					Time of CustomerOfferAck
			<u> </u>	<u> </u>	creation.
/Time/Hour	String	2	Once	Required	Hour:
	<u> </u>			<u> </u>	Format: HH
/Time/Minute	String	2	Once	Required	Minute: Format: MM
	l			<del></del>	Second:
/Time/Second	String	2	Once	Required	Format: SS
,					Time Zone:
/TimeZone	String	3	Once	Required	Generated by ECN.
•••		1			Time Zone for CustomerOfferAck
		ļ			creation timestamp.
			<u> </u>	L	CI CO CI CO

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# Customer Offer Maintenance Request Acknowledgement

(ML Element/Attribute	Data Type	Max Len	Occur	Usage	Description
SOX/CustomerOffer	Aggregate	0	One or Many	Required	CustomerOffer: Encapsulates results of CustomerOffer processing.
./@OfferID	String	12	Once	Required	Offer ID: @OfferID in the CustomerOffer document.
./@MerchantID	String	10	Once	Required	Merchant ID: @MerchantID in the CustomerOffe document.
./@CustomerID	String	18	Once	Required	Customer ID: @CustomerID in the CustomerOffedocument.
./CustOfferMaintR	Aggregate	0	Once	Optional	CustomerOffer Maintenance Request: This element will exist if it was present in the processed CustomerOffer document. Encapsulates results of CustomerOffer maintenance processing.
/CustOfferMaintR eq/@Action	Enumerated String	7	Once	Required	Action: @Action in the CustomerOffer document.
/SOX/CustomerOffer / CustOfferMaintReq/ CustOfferPropertie	Aggregate	0		Optional	CustomerOffer Properties: This element will exist if it was present in the processed CustomerOffer document. Encapsulates results of CustomerOffer Properties processing.
/Status	String	9	Once	Required	Status: Generated by ECN. Valid Values: Success
/Result	Aggregate	0	Once	Required	Result: See result structure above.

XML Element/Attribute Tag	Data Type	Max Len	Occur	Usage	Description
/SOX/CustomerOffer / CustOfferMaintReq/ CustOfferRewards	Aggregate	0	Once	Optional	CustomerOffer Rewards: This element will exist if it was present in the processed CustomerOffer document. Encapsulates results of CustomerOffer Rewards processing.
/@RewardSetCount	String	1	Once	Required	Reward Set Count: Count of/RewardSet[] elements to follow.
/RewardSet[]	Aggregate List	0	One or Many	Required	Reward Set: Encapsulates the results of processing this @RewardSetID.
/RewardSet[]/@Re wardSetID	Enumerated String	1	Once	Required	Reward Set ID: @RewardSetID in the CustomerOffer document.
/RewardSet[]/Sta tus	String	9	Once	Required	Status: Generated by ECN. Valid Values: Success
/RewardSet[]/Res ult	Aggregate	0	Once	Required	Result: See result structure above.

## Customer Offer Store Routing Acknowledgement

XML Element/Attribute Tag	Data Type	Max Len	Occur	Usage	Description
/SOX/CustomerOffer / CustOfferRouteReq	Aggregate	0	Once	Optional	CustomerOffer Routing Request: This element will exist if it was present in the processed CustomerOffer document. Encapsulates results of Offer routing processing.
/StoreList[]	Aggregate List	0	One or Many	Required	Store List: Encapsulates the details of stores for which the same @Action is required.
/StoreList[]/@Ac	Enumerated String	7	Once	Required	Action: @Action in the CustomerOffer document.
/StoreList[]/@St oreCount	String	10	Once	Required	Store Count: Count of/Store[] elements to follow.
/StoreList[]/Sto re[]	Aggregate List	0	One or Many	Required	Store: Encapsulates the details of one store.
/StoreList[]/Sto re[]/ StoreID	String	10	Once	Required	Store ID: StoreID in the Offer document.
/StoreList[]/Sto re[]/ ServicePriority	String	2	Once	Required	Service Priority: ServicePriority in the Offer document.
/StoreList()/Sto re()/ Status	String	9	Once	Required	Status: Generated by ECN. Valid Values: Success Scheduled
/StoreList[]/Sto re[]/ Result	Aggregate	0	Once	Required	Result: See result structure above.

XML Element/Attribute	Data Type	Max Len	Occur	Usage	Description
/SOX/ErrorResponse	Aggregate	0	Once	Required	Error Response:
_			ł	1	Encapsulates the acknowledgement
1	ł .	1	1		of the receipt of the Offer or
		ı	1	_	CustomerOffer document.
/SenderDocUID	String	12	Once	Required	Sender's Document Unique ID:
		ŀ	[	· -	@SenderDocUID in the Offer or
ł		i	ŀ		CustomerOffer document.
/ErrorCode	String	10	Once	Required	Error Code:
			]	· -	Generated by ECN.
Į			1	}	Assigned according to the type
1		1	i		and source of the Error Code.
/ErrorDescriptio	String	255	Once	Required	Error Description:
n			ļ	] -	Generated by ECN.
<del>"</del>		1	ł		The Error default text.
/ErrorCondition	String	255	Once	Required	Error Condition:
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		]	1	"	Generated by ECN.
					Used to further explain the
	1	1	1		conditions that cause this Error
			ļ		code.
/ErrorMessage	String	255	Once	Required	Error Message:
, brioinessage	00229				Generated by ECN.
/ErrorSource	String	255	Once	Required	Error Source:
, 22101304100	00229				Generated by ECN.
/Date	Aggregate	0	Once	Required	Date:
/bace	nggregate	"			Generated by ECN.
*	1				Date of ErrorResponse creation.
/Date/Year	String	4	Once	Required	Year:
, bace, rear	002 29	-			Format: CCYY
/Date/Month	String	2	Once	Required	Month:
, 5000, 11011011	, 55225	-		•	Format: MM
/Date/Day	String	2	Once	Required	Day:
, bace, bay	l cerring	-	00		Format: DD
/Time	Aggregate	0	Once	Required	Time:
/IIme	Aggregate	"	0	nogerrou	Generated by ECN.
		1		:	Time of ErrorResponse creation.
/Time/Hour	String	2	Once	Required	Hour:
/IIme/nour	Jerring	] ~	"""	0402200	Format: HH
/Time/Minute	String	2	Once	Required	Minute:
/TIME/MINUCE	SCITTING	"	00	cquartu	Format: MM
/Time/Second	String	2	Once	Required	Second:
/IIme/Second	SCLING	*	Once	quired	Format: SS
/m; == 7 == =	String	3	Once	Required	Time Zone:
/TimeZone	String	1	Once	"cdarred	Generated by ECN.
					Time Zone for ErrorResponse
					creation timestamp.
/Coggier TD	Chrina	12	Once	Required	Session ID:
/SessionID	String	12	Once	vedarred	Generated by ECN.
	•				ECN ID for the session in which
			İ		the CustomerOffer document was
		]	]		transmitted to the ECN. May be
					used for audit trail purposes.
	<u></u>				used for addit trait purposes.

XML Element/Attribute Tag	Data Type	Max Len	Occur	Usage	Description
/OffRcptCtrlID	String	10	Once	Required	Offer Receipt Control ID: Generated by ECN. ECN identifier used for tracking the Offer or CustomerOffer document.
/SenderID	String	8	Once	Required	Sender ID: Generated by ECN. ECN user ID under which the Offer or CustomerOffer document was transmitted to the ECN.
/DTDErrorList	Aggregate	0	Once	Required	DTD Error List: Generated by ECN. Encapsulates reporting of DTD violations.
/DTDErrorList/ @DTDErrorCount	String	10	Once	Required	DTD Error Count: Count of/DTDError[] elements to follow.
/DTDErrorList/ DTDError[]	Aggregate List	0	One or Many	Required	DTD Error: Encapsulates the details of one DTD error.
/DTDErrorList/ DTDError[]/PathNam e	String	255	Once	Required	Path Name: Path of DTD Error within the XML document.
/DTDErrorList/ DTDError[]/ErrorCo de	String	10	Once	Required	Error Code: Assigned according to the type and source of the Error Code.
/DTDErrorList/ DTDError[]/ErrorMe ssage	String	255	Once	Required	Error Message: Text description of the DTD Error.

# Offer Agent Server Routing

XML Element/Attribute	Data Type	Max Len	Occur	Usage	Description
/SOX/TargetServerL ist	Aggregate	0	Once	Optional	Target Server List: This element is not required. Defines Agent servers to which this document is to be forwarded.
/@ServerCount	String	6	Once	Required	Server Count: The number of/TargetServerList/Server[] entries to follow. Value = 1 - 999999
/Server[]	Aggregate List	0	One or Many	Required	Server: Encapsulates details for one Agent server.
/Server[]ServerI D	String	6	Once	Required	Agent Server ID: Assigned by the ECN Target Agent Server ID to Receive a copy of this document. Value = 1 - 999999
/Server[]/Servic ePriority	String	2	One	Required	Service Priority: Indicates maximum processing delay for requested routing service. Supported values:

XML Element/Attribute Tag	Data Type	Max Len	Occur	Usage	Description
					"15" = 15 Minutes "HR" = 1 Hour "ON" = Overnight "RT" = Real-time

CustomerOffer Agent Server Routing

XML Element/Attribute Tag	Data Type	Max Len	Occur	Usage	Description
/SOX/TargetServerL ist	Aggregate	0	Once	Optional	Target Server List: This element is not required. Defines Agent servers to which this document is to be forwarded.
/@ServerCount	String	6	Once	Required	Server Count: The number of/TargetServerList/Server[] entries to follow. Value = 1 - 999999
/Server[]	Aggregate List	0	One or Many	Required	Server: Encapsulates details for one Agent server.
/Server[]/Server ID	String	6	Once	Required	Agent Server ID: Assigned by the ECN. Target Agent Server ID to receive a copy of this document. Value = 1 - 999999
/Server[]/Servic ePriority	String ·	2	Once	Required	Service Priority: Indicates maximum processing delay for requested routing service. Supported values: "15" = 15 Minutes "HR" = 1 Hour "ON" = Overnight "RT" = Real-time

#### Agent Server Offer Acknowledgement

XML Element/Attribute	Data Type	Max Len	Occur	Usage	Description
/SOX/TargetServerL ist	Aggregate	0	Once	Optional	Target Server List: This element will exist if it was present in the Offer document, and encapsulates the results of Server Routing Request processing.
/@ServerCount	String	6	Once	Required	Server Count: Count of/TargetServerList/Server[] elements to follow. Value = 1 - 999999
/Server[]	Aggregate List	0	One or Many	Required	Server: Encapsulates details for one Agent server.
/Server[]/Server	String	6	Once	Required	ServerID: Requested ServerID.
/Server[]/Servic ePriority	String	2	Once	Required	Service Priority: Requested service priority.
/Server[]/Status	String	9	Once	Required	Status: Generated by ECN. Valid Values: Success Scheduled
/Server[]/Result	Aggregate	0	Once	Required	Result: See result structure above.

# Agent Server Customer Offer Acknowledgement

XML Element/Attribute	Data Type	Max Len	Occur	Usage	Description
/SOX/TargetServerL ist	Aggregate	0	Once	Optional	Target Server List: This element will exist if it was present in the CustomerOffer document, and encapsulates the results of Server Routing Request processing.
/@ServerCount	String	6	Once	Required	Server Count: Count of/TargetServerList/Server[] elements to follow. Value = 1 - 999999
/Server[]	Aggregate List	0	One or Many	Required	Server: Encapsulates details for one Agent server.
/Server[]/Server	String	6	Once	Required	ServerID: Requested ServerID.
/Server[]/Servic ePriority	String	2	Once	Required	Service Priority: Requested service priority.
/Server[]/Status	String	9	Once	Required	Status: Generated by ECN. Valid Values: Success Scheduled
/Server[]/Result	Aggregate	0	Once	Required	Result: See result structure above.